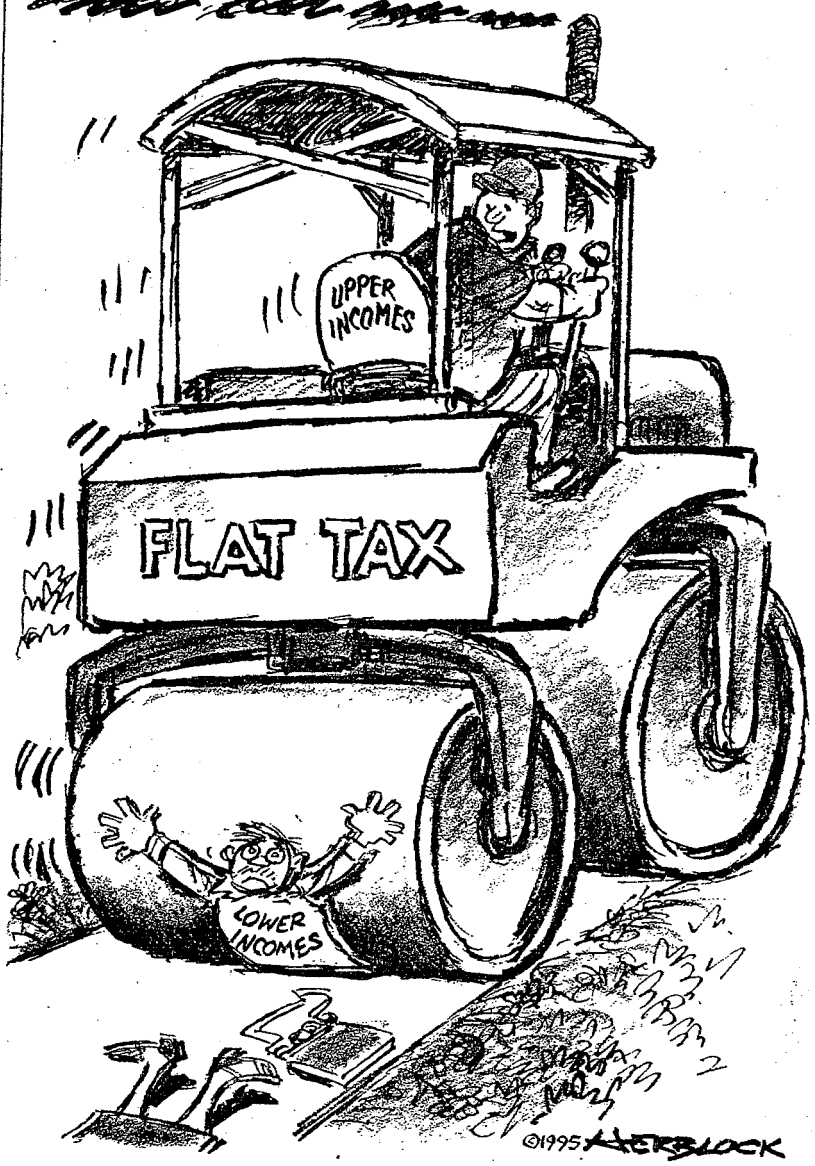"SOME COME OUT FLATTER THAN OTHERS"